

EXHIBIT 24

Deposition of Jeremy Lappen

Excerpts

UNITED STATES DISTRICT COURT
DISTRICT OF NEVADA

Cung Le, Nathan Quarry, Jon)
Fitch, on behalf of)
themselves and all others)
similarly situated,)
)
Plaintiffs,)
)
v.) Lead Case No.
) 2:15-cv-01045-RFB-(PAL)
Zuffa, LLC, d/b/a Ultimate)
Fighting Championship and)
UFC,)
)
Defendant.)
_____)

VIDEOTAPED DEPOSITION OF JEREMY LAPPEN

LOS ANGELES, CALIFORNIA

February 28, 2017

11:13 a.m.

Reported By:
Tracy Mafi, CSR No. 11850
Job No. 48785

<p style="text-align: right;">134</p> <p>1 think it's possible that the replay on Spike would 2 have drawn viewers away from the EliteXC event? 3 A I don't know. 4 Q Okay. On the top of the second column on 5 the same page, the very first sentence at the top 6 there, very first full sentence reads: 7 "Jeremy Lappen seemed to be the 8 company's key front figure after the show 9 running the press conference and talking 10 about how he would match his champions in 11 the various weight classes against 12 champions from any other organization." 13 Did you ever get the opportunity to match 14 your champions against champions from other 15 organizations? 16 A I don't think so. I can't remember if we 17 fought Strike Force Champions or not. We may have. 18 When Affliction -- I don't think Andrei Arlovski was 19 their champion when he came and fought on one of our 20 cards. Maybe like a Cage Rage champion. 21 Q As a promoter, is that something you would 22 have liked to have had the opportunity to do? 23 A Sure, if it made sense, yeah. 24 Q Do you think it would have been to the 25 benefit of the fighters to have a chance to fight</p>	<p style="text-align: right;">136</p> <p>1 that was the hit but two key personalities 2 who each drew one million new viewers for 3 their matches to carry them." 4 Do you agree with the statement that -- 5 that it's not MMA in its prime time that was the 6 hit, but the key personalities that each drew one 7 million new viewers? 8 A Yes. 9 Q Are fighters with notoriety like that 10 essential to building a successful MMA promotion? 11 MR. McSWEENEY: Objection to form. 12 THE WITNESS: Yeah, the fighters are what 13 draws. 14 BY MR. RAYHILL: 15 Q Did EliteXC have difficulty attracting top 16 fighters that could draw viewers on the same level 17 as Kimbo Slice? 18 A Kimbo Slice was an EliteXC fighter. 19 Q Yes, I understand that. 20 A Okay. 21 Q But so -- 22 A Is it hard to find fighters of his caliber, 23 his fame -- 24 Q Yes. 25 A -- ability to draw a crowd?</p>
<p style="text-align: right;">135</p> <p>1 champions from other promotions? 2 MR. McSWEENEY: Objection; calls for 3 speculation. 4 THE WITNESS: I think it just depends on 5 the situation. 6 BY MR. RAYHILL: 7 Q Fourth full paragraph in that second column 8 beginning with words "Shaw understood..." 9 First of all, do you know who he's 10 referring to when he says Shaw? 11 A That is Gary Shaw. 12 Q And who was Gary Shaw? 13 A He was the president of EliteXC in the 14 beginning. 15 Q Okay. And it says: 16 "Shaw understood that from the start" 17 -- "Shaw understood that from the start 18 about the star power issue when Slice 19 wouldn't be ready for the show and was 20 against running the date." 21 Can you tell me who Slice is? 22 A Kimbo Slice. 23 Q "CBS felt they needed to capitalize on 24 the momentum built. CBS didn't understand 25 that it was not MMA in prime time on CBS</p>	<p style="text-align: right;">137</p> <p>1 Q Yes. 2 A Yes, definitely. 3 Q And do you have a sense of why that was? 4 A It's trying to find a star. I mean, it's 5 hard to find a star. They have a certain X factor. 6 That's what the business is about, I think. Most 7 promotions have difficulty finding somebody. And he 8 still holds the record for the most watched fight in 9 the U.S., mixed martial arts fight. 10 Q The contracts that you negotiated for your 11 fighters with Zuffa, were those contracts all 12 exclusive contracts, by which I mean were fighters 13 prevented from fighting for another promotor while 14 they were under contract with Zuffa? 15 A Yes. 16 MR. McSWEENEY: Objection to form. 17 BY MR. RAYHILL: 18 Q And based on your experience running -- I 19 believe you said you were the president for fight 20 operations for EliteXC? 21 A Yes. 22 Q Okay. So based on your experience as 23 president of fight operations for EliteXC, did the 24 fact that Zuffa signed its athletes to exclusive 25 contracts affect EliteXC's ability to attract</p>

1 fighters with that X factor that you were referring
2 to?

3 MR. McSWEENEY: Objection; calls for
4 speculation.

5 THE WITNESS: Well, assuming that UFC had
6 people who would draw an audience that was under
7 exclusive contract and we couldn't sign them, then
8 yes, that would affect us.

9 BY MR. RAYHILL:

10 Q So were you familiar with many of the
11 fighters who fought for UFC at that time?

12 A Yes.

13 Q And taking Mr. Couture as an example, would
14 you say that Mr. Couture is a fighter with the X
15 factor that you referred to?

16 A Yes.

17 Q And could a promotion -- when you ran
18 EliteXC, were you able to sign fighters of
19 Mr. Couture's caliber?

20 A Well, I wasn't able to sign a fighter if he
21 was under contract with UFC, I couldn't sign them.
22 But I signed many fighters that were very high-level
23 fighters.

24 Q As high level as Mr. Couture, would you
25 say?

1 A It's debatable.

2 Q Okay. I'm finished with that document.

3 (Whereupon Plaintiff Exhibit 207 was
4 marked for identification by the court
5 reporter and is attached hereto.)

6 BY MR. RAYHILL:

7 Q So you've been handed what's been marked as
8 Exhibit 207. This is an article that I downloaded
9 from the Internet from the Web address that's listed
10 at the top of the article.

11 It was on a website called Fightline.com,
12 and it's an article written by Ryan Clark on August
13 30th, 2006, and the name of the file -- the article
14 is "Fighter Pay & Other Figures From UFC 62 'Liddell
15 versus Sobral.'"

16 Okay. And turning to page -- the second
17 page of the document, the fourth paragraph from the
18 bottom beginning with your name, it says:

19 "Jeremy Lappen, chief executive officer
20 of the WFA, was escorted out of the
21 building at UFC 61 -- UFC 61: Bitter
22 Rivals, despite having a ticket given to
23 him by Ken Shamrock, whom he used to manage
24 and who was fighting."

25 Quote, "'I think they're nervous. They